

## Message Text

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PAGE 01 STATE 027233

21

ORIGIN EUR-12

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DRAFTED BY EUR/SOV:MTDIXON:BG

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EUR/SOV - MGARRISON

EUR/SOV - WEDGAR

C - WSHINN

COMMERCE - WTOLSON

EB/OCA/OM - RDAY

USIA - JGETCHELL/MHOFFMAN

S/S - MR. ORTIZ

----- 054528

R 041805Z FEB 76

FM SECSTATE WASHDC

TO AMEMBASSY MOSCOW

INFO AMCONSUL LENINGRAD

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E.O. 11652: N/A

TAGS: ETRD, UR

SUBJECT: PROPOSED "VISIT USA" PROGRAM FOR THE USSR

REF: (A) MOSCOW 18321, DEC. 23, 1975; (B) STATE 296633,  
DEC. 17, 1975

1. REPRESENTATIVES OF STATE, COMMERCE AND USIA MET,  
JAN. 27, WITH PRIVATE INDUSTRY GROUP HEADED BY AMERICAN  
EXPRESS TO DISCUSS PROPOSALS CONTAINED CLARK OCTOBER 30  
LETTER (COPY BEING POUCHED TO LENINGRAD, ALONG WITH  
REFTELS). PRIVATE INDUSTRY CONTINGENT IS VERY ENTHUSIASTIC  
AND HAD TO BE REMINDED OF LIMITATIONS ON USG FUNDS,  
RESOURCES AND PERSONNEL. FOR EXAMPLE, WE POINTED OUT THAT  
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PAGE 02 STATE 027233

WORLDWIDE TRADE PROMOTION NEEDS WILL HAVE TO BE MET IN

FY 1977 THROUGH REPROGRAMMING, WITH NO NEW COMMERCIAL POSITIONS FORESEEN FOR MOSCOW, AND THAT OTHER POSTS HAVE HAD TO USE RESOURCES ALREADY AVAILABLE TO FORM VISIT USA PROGRAMS. USIA REP STATED THAT WHILE USIA DOES PLAY SUPPORTIVE ROLE IN PROMOTION OF TOURISM, IT IS VISIT USA COMMITTEE AT POST THAT HAS OVERALL RESPONSIBILITY FOR TOURISM AND THAT DECISION AS TO WHETHER P AND C WILL SUPPORT A GIVEN PROJECT AND THE RESOURCES IT WILL ALLOCATE

ARE PREROGATIVES OF CULTURAL COUNSELOR AT POST. HE POINTED OUT THAT RESOURCES LIMITED FOR MANY COMPETING DEMANDS, AND THAT TOURISM IS LOW ON LIST OF PRIORITIES. WE TOLD INDUSTRY REPS THAT WE CONSIDER COMMERCIAL BENEFITS OF VISIT USA PROGRAM TO BE NEGLIGIBLE--IF THAT-- BUT WE CONSIDER IT USEFUL FORM OF CSCE FOLLOW-UP, AND CONSISTENT WITH OVERALL US GOALS OF EXPANDING TRADE AND PERSONAL CONTACTS WITH USSR.

2. BOTH SIDES AGREED THAT THE FORMATION OF A VISIT USA COMMITTEE IN MOSCOW WOULD BE DESIRABLE. WE RECOMMEND EMBASSY ESTABLISH SUCH A COMMITTEE. SUGGESTIONS IN CLARK LETTER OF OCTOBER 30 COULD BE USEFUL GUIDELINES, BUT WE LEAVE DETAILS RE COMPOSITION AND MANAGEMENT TO YOUR DISCRETION. WE ARE NOT CREATING A FORMAL BACKUP COMMITTEE IN WASHINGTON. EUR/SOV PLANS TO MAINTAIN INFORMAL CONTACT WITH INDUSTRY THROUGH AMERICAN EXPRESS TO FOLLOW UP ON PROGRAM. DISCUSSION ON VARIOUS POINTS OF CLARK LETTER FOLLOW.

A. WE CONVEYED EMBASSY'S RESERVATIONS, BUT INDUSTRY HAS INTEREST IN PURSUING IDEA BY AT LEAST PROPOSING IT TO THE SOVIETS. AMERICAN EXPRESS WILL TRY TO OBTAIN PRICE OF ADVERTISEMENT, AND MAY BE PREPARED TO DEFRAY THE COST.

B. USTS HAS MATERIALS WHICH COULD SUPPLEMENT WINDOW DISPLAY, BUT NOT IN RUSSIAN.

C. US-USSR TRADE AND ECONOMIC COUNCIL REP OFFERED USE OF COUNCIL'S FACILITIES IF COMMERCIAL OFFICE LIMITED OFFICIAL USE

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PAGE 03 STATE 027233

UNAVAILABLE FOR SEMINARS BEFORE JUNE.

D. IN ABSENCE OF GOVERNMENT PRODUCED BICENTENNIAL FILM, OR TRAVEL FILM IN RUSSIAN, USG SUGGESTED USING AVAILABLE FILMS WITH WRITTEN RUSSIAN-LANGUAGE SYNOPSIS. WE WILL BE IN CONTACT WITH THE AMERICAN REVOLUTION BICENTENNIAL ADMINISTRATION REGARDING THE POSSIBILITY OF USING THEIR FILMS AND INDUSTRY WILL LOOK INTO

POSSIBILITY OF USING INDUSTRY FILMS WITHOUT DIALOGUE.

E. QUESTION OF TOURISM PROMOTION ARTICLES IN AMERIKA  
WAS DISCUSSED IN GENERAL TERMS AND WILL BE FOLLOWED UP  
IN WASHINGTON.

F. WE POINTED OUT THAT VOA IS ALREADY MAKING  
BICENTENNIAL BROADCASTS, BUT PERHAPS MORE COULD BE DONE  
IN THIS AREA.

G, H, AND I. WHILE THESE ARE ADMITTEDLY GOOD PROJECTS,  
QUESTION REMAINS AS TO WHO WILL PAY EXPENSES. WE NOTED  
ONE-SHOT BICENTENNIAL EXHIBIT IN MOSCOW HAS ALREADY  
BEEN SCHEDULED.

J. WE REVIEWED PRESENT VISA PROCEDURES AND GAVE  
BRIEF DISCUSSION OF INITIATIVES TO BE UNDERTAKEN IN  
UPCOMING CONSULAR REVIEW AND CSCE CONTEXT.

K. WE CONCEDED THIS MIGHT BE FEASIBLE BUT EMBASSY  
WOULD HAVE TO DETERMINE HOW MUCH AID IT CAN LEND TO  
EFFORT. EMBASSY OFFICERS MIGHT BE INTERESTED IN

CONTACTING LOCAL TOURISM OFFICES IN THE COURSE OF  
REGULAR TRIPS.

L. HOTEL INDUSTRY REP EXPRESSED RESERVATIONS ABOUT  
UTILITY OF POINT IN LIGHT OF SOVIETS' UNWILLINGNESS  
TO PURCHASE MANAGEMENT SERVICES IN ADDITION TO CONTRACT  
BUILDINGS.

M. A CITIZEN EXCHANGES CORPS PROGRAM, WHILE PERHAPS  
USEFUL, WILL REQUIRE A GOOD DEAL OF GOVERNMENT-INDUSTRY  
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PAGE 04 STATE 027233

COORDINATION, WHICH IS NOT CURRENTLY IN OPERATION.

N. FORMER ASSISTANT SECRETARY OF COMMERCE WASHBURN  
FEELS STRONGLY THAT NO CARTE BLANCHE INVITATION SHOULD  
BE ISSUED TO THE SOVIETS UNTIL A WORKING GROUP HAS  
EVALUATED THEIR SERIOUSNESS IN IMPLEMENTING TOURISM  
PROTOCOL OF SEPTEMBER 24, 1974.

4. IN SUM WE BELIEVE THE CREATION OF A VISIT USA  
COMMITTEE IN MOSCOW IS A USEFUL STEP. WE HAVE EMPHASIZED  
TO PRIVATE INDUSTRY THAT (1) WE SUPPORT THE VISIT USA  
PROGRAM AND WILL CONTRIBUTE TO IT WITHIN THE RESOURCES  
THAT ARE CURRENTLY AVAILABLE BUT CANNOT COMMIT OUR-  
SELVES TO ADDITIONAL MATERIALS, MONEY OR PERSONNEL;  
(2) THE EMBASSY WILL HAVE FULL LATITUDE AS TO THE

COMPOSITION AND OPERATION OF THE VISIT USA COMMITTEE.  
PRIVATE INDUSTRY REPS INDICATED WILLINGNESS TO SERVE ON  
THE COMMITTEE AND ASSIST IN ITS WORK; AND (3) FOR PROJECTS

INVOLVING RESOURCES NOT CURRENTLY AVAILABLE, PRIVATE  
INDUSTRY MUST BE PREPARED TO MAKE UP THE DIFFERENCE.

5. REQUEST EMBASSY INFORM DEPARTMENT WHEN VISIT USA  
COMMITTEE HAS ESTABLISHED ITS MEMBERSHIP AND DESIGNATED  
CHAIRMAN AND REPORT PLANS FOR IMPLEMENTING PROPOSALS  
IN CLARK LETTER. ANY ADDITIONAL PROPOSALS EMBASSY MAY  
DEVELOP FOR IMPLEMENTING PROGRAM WOULD, OF COURSE, BE  
MOST WELCOME. INGERSOLL

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## Message Attributes

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**Channel Indicators:** n/a  
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